

## **Abstract**

**Title:** Revenues of the Organising Committees of the Summer Olympic Games

**Objectives:** The main objective of this work is an analysis of the main revenues of the particular Organising Committees of the Summer Olympic Games. The ticketing is primarily analysed in this work. The second objective is to adjust and calculate a mechanism for transfer of currency. Values in national currencies are converted to CZK 2010, these values reflect the true value of what would have been payable in 2010 if the Olympics Games were held in the Czech Republic.

**Methods:** The work uses methods of secondary analysis of documents for the data collection. The basic aggregate consist of the Summer Olympic games held 1896-2008, the estimates from London (2012) and Prague (2016,2020) are add to comparison. Variables are: revenues of the OVOH, revenues from television rights, revenues from a sponsorship, revenues from the TOP, revenues from ticketing, the average price of the sold ticket, the most expensive and the cheapest tickets at the Opening ceremony and number of the total sold tickets. The convert mechanism is used for convert and calculated with the exchange rates, the purchasing power parities and the consumer price index. The following analyses apply for the evaluation of results: the trend analysis for monitoring the evolution of the variables in the time, the comparative analysis for comparison of the percentage of representation of the main incomes in the total revenues and the correlation analysis for the study of the relationship between the variables.

**Results:** The revenues of the Organising Committees of the Summer Olympic Games show a growing trend, only the income from the licensing program shows a declining trend. Percentage rates of the revenues have changed in the course of 20<sup>th</sup> century, the income from the ticketing decreased from the majority position to around 10 %. In the second half of the 20<sup>th</sup> century the new revenue appeared in the form of the sale of television rights and the income from the sponsoring. Today both revenues bring each approximately 30 % to the budgets of the Organising Committees of the Summer Olympic Games.

**Keywords:** Olympic Games, Organising Committees of the Summer Olympic Games, sponsoring, television broadcasting, ticketing , licensing